PHILIP MORRIS
ALPINE
DIRECT MAIL#1
11/09/93
lodge10

PG4: **WELCOME TO THE ALPINE LODGE.**

The Alpine Lodge is now open. And it's filled with items specially selected for their style and value. From our cozy throw blanket to our stylish cappucino maker to our unique Alpine mugs and gourmet coffee. And they're yours free just by saving the UPC symbols on every Alpine pack.

SUB: **LOW PRICE IS PART OF THE ALPINE PLEASURE.**

Who wouldn't find our low price a pleasure, especially nowadays? You'll love what goes along with it even more. Because every Alpine gives you satisfying menthol flavor that's mountain fresh. Cool, crisp, and refreshing, like a morning in the Alps.

UPC (DARCOA)

2041391045

Source: https://www.industrydocuments.ucsf.edu/docs/fzvy0004

PHILIP MORRIS
ALPINE
LODGE CATALOGUE
ITEM DESCRIPTIONS
callouts

THROW BLANKET
It's easy to get wrapped up in this idea. Handcrafted look and feel. Perfect for picnics, beach, or home. 50 x 60 in. 00 UPC's.

50 UPCs

CAPPUCINO MACHINE
Makes the ~~coffee~~ coffee lovers love. Contemporary styling. Simple 3-step preparation. Makes espresso, too. 00 UPC's.

150 UPCs

ALPINE MUGS & GOURMET COFFEE
Suitable for your own lodge. Two glazed ceramic mugs, and a special blend of gourmet coffee to go with them. Suitable for all drip machines. 00 UPC's.

30

~~TWO PACKS~~ OF ALPINE
Great menthol taste that's mountain fresh. Crisp, and cool like a morning in the Alps. ~~Two packs~~. ~~00~~ UPC's.

60

2041391046

Source: https://www.industrydocuments.ucsf.edu/docs/fzvy0004